

Uninsured
Quit Line Data Summary
July 1 - December 31, 2004

	Uninsured	State
Number of Calls to Quit Line	N = 1,148	N = 2,932
Percent of Statewide Calls	27.8%	100.0%
Percent of State Population in County¹	NA	100.0%
	Uninsured %	State %
Gender	N = 1,137	N = 2,604
Female	55.9%	62.4%
Male	44.1%	37.6%
Race/Ethnicity	N = 1,053	N = 2,203
People of Color	10.8%	12.2%
White	89.2%	87.8%
Age	N = 1,137	N = 2,425
Less than 18 years old	0.3%	1.8%
18 - 24 years old	19.8%	14.6%
25 - 34 years old	25.8%	22.7%
35 - 44 years old	25.5%	27.4%
45 years and older	28.7%	33.5%
Education	N = 1,132	N = 2,312
Did not graduate high school	21.2%	20.6%
High school graduate	39.2%	35.9%
Some college/vocational school	30.1%	33.6%
College graduate	9.5%	9.9%
Caller Type	N = 1,146	N = 2,700
General Information	0.2%	9.5%
Health care provider	0.0%	4.9%
Tobacco user	99.8%	85.6%
Payer Type	N = 1,148	N = 1,873
Uninsured	100.0%	30.3%
Heard About	N = 960	N = 2,176
Past caller	15.1%	15.2%
Employer/worksite	0.9%	0.9%
Health care provider	20.7%	31.3%
Television	8.5%	11.0%
Outdoor advertisement (billboard/bus/wall)	2.8%	1.8%
Targeted mailing	0.0%	0.3%
Great Start	0.1%	0.1%
Radio	0.9%	1.5%
Newspaper/Magazine	0.7%	0.4%
Brochure/Newsletter	5.3%	6.1%
Family or friend	40.0%	23.9%
Health Department	4.2%	6.3%
School	0.6%	1.3%